

SECRETS IN LACE

secretsinlace.com

Tease: Company president Dan Whitsett is serious when it comes to re-creating the vintage stocking styles worn by 1950s pinup girls. So serious that this stuff isn't for costumes. "We don't do playwear. Playwear is going to be worn five minutes at the most."

It Factor: The company sticks to 100% nylon — never Lycra — because it's what was hot in the '50s. And its stockings are held together using the classic technique. "These stockings are made precisely the same way that the stockings of the past were made," says Dita Von Teese (below). "There is no comparison with modern-made faux-backseamed stockings."

Centerfold: Gals who love sweater girls, bullet bras, super-sheer stockings and Bettie Page.

Measurements: \$29-\$70

AFFINITAS & PARFAIT

affinitasintimates.com

Tease: Affinitas prides itself on reaching every woman, no matter her shape, style or bra size. With a presence in dozens of New York City boutiques like La Petite Coquette and Linda the Bra Lady, this boldfaced bra brand has already busted through the small-company seams.

It Factor: "Nowadays, the average woman isn't just a B cup," says the brand's Carrie Lam. "The average size is closer to a D cup." That's where the company's Parfait line comes in, catering specifically to women with cups that runneth over (sizes D through K).

Centerfold: Young, energetic, budget-conscious women who are especially stacked up top. With low price points and a deliberate design, plan not to sacrifice style for comfort.

Measurements: \$25-\$50

NOE UNDERGARMENTS

noeundergarments.com

Tease: Twin sisters Bonnie Rae Boyes and Shelah Jean Abubo, 32, toe the line between underwear and outerwear with their line Noe (pronounced No-ay). "All of our pieces are meant to be exposed," says Boyes, "worn with a layering trend."

It Factor: The sisters don't use prints, choosing to stand out with expensive fabrics and progressive silhouettes instead. That means black satin bustier bras, briefs with leather hems, little tap shorts and, new for Lingerie Fashion Week, pieces with light-weight white leather details.

Centerfold: Boyes claims she ignores market trends and marches to her own drummer, and that's how she imagines her customers. She's "a forward thinker who would have to not follow the trends. She wants to buck trends, actually."

Measurements: \$70-\$400

